



Tobacco Prevention and Control Program

**Division of Public Health
Wisconsin Department of Health and Family Services**

PPH 43021 (Rev. 03/04)

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INTRODUCTION

Since the initiation of its Tobacco Prevention and Control Program, the Division of Public Health, Wisconsin Department of Health and Family Services has relied upon partnerships with communities and state and national organizations involved in tobacco prevention and control to accomplish the following goals:

- Elimination of exposure to environmental tobacco smoke
- Reducing initiation among Wisconsin's youth
- Promoting quitting among adults and young people
- Identifying and eliminating disparities among population groups.

The *Wisconsin Tobacco Facts* book serves as a reference of available tobacco-related information, statistics and report findings. The *Wisconsin Tobacco Facts* is updated as new data become available and is published on an annual basis. This edition contains updated 2002 data for adults and 2003 data for youth. Additional tobacco-related information, such as current trends, program activities and linkages are available by contacting the program or by visiting the program's website. For general information, please contact:

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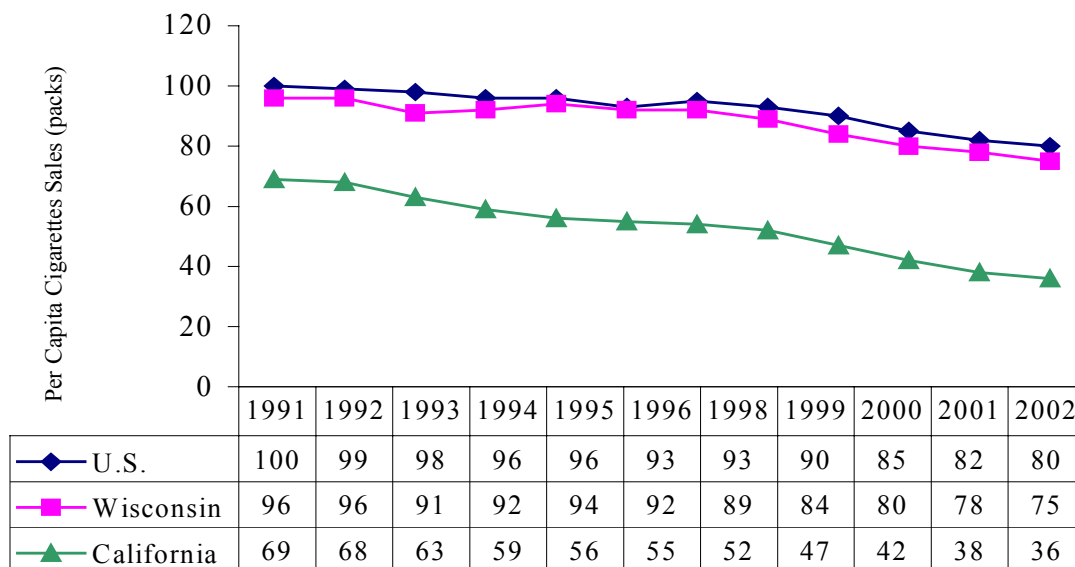
<http://dhfs.wisconsin.gov/health/TobaccoControl>

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I. Cigarette Consumption

Figure 1-1. Trends in Annual Per Capita Sales of Cigarettes (packs) Wisconsin, California, and the United States, 1990-2002.



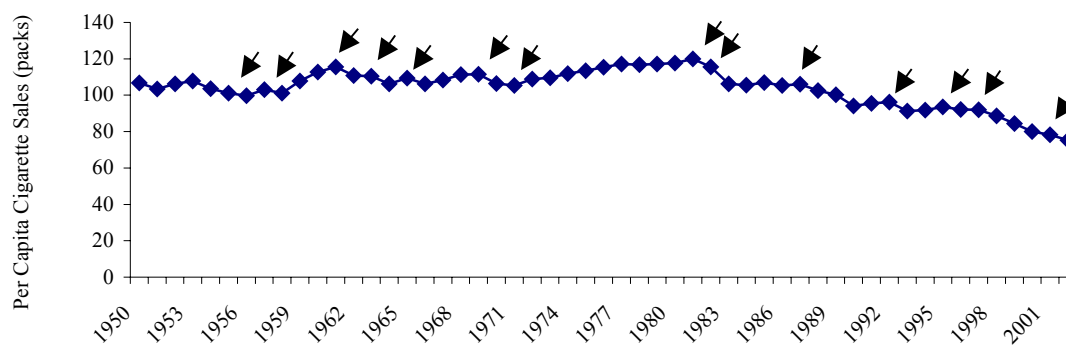
Source: Wisconsin Department of Revenue data published in The Tax Burden on Tobacco (Historical Compilation, Volume 37, 2002), Produced by Orzechowski and Walker

Table 1-1. Cigarette Sales in Wisconsin: Change From 1990 to 2003.

	State Tax-paid Cigarette Sales	Annual Per Capita Cigarette Sales
1990	463.1 million packs	94.0 packs
2003	387.6 million packs	71.0 packs
Change From 1990 - 2003	75.5 million fewer packs	23.0 fewer packs

Source: Wisconsin Department of Revenue data published in The Tax Burden on Tobacco (Historical Compilation, Volume 37, 2002), Produced by Orzechowski and Walker

Figure 1-2. Per Capita Sales in Wisconsin: Change From 1950 to 2003.



Note: The arrows represent a cigarette tax increase in Wisconsin. Data are reported by Fiscal Year.
Source: Wisconsin Department of Revenue data published in The Tax Burden on Tobacco, Produced by Orzechowski and Walker

Table 1-2. Cigarette Tax Increases in Wisconsin

Year	Amount per pack
1939	From \$0.0 to .03
July 1, 1955	From \$.03 to .04
July 1, 1957	From \$.04 to .05
September 1, 1961	From \$.05 to .06
August 15, 1963	From \$.06 to .08
August 1, 1965	From \$.08 to .10
September 1, 1969	From \$.10 to .14
November 5, 1971	From \$.14 to .16
August 1, 1981	From \$.16 to .20
May 1, 1982	From \$.20 to .25
September 1, 1987	From \$.25 to .30
May 1, 1992	From \$.30 to .38
September 1, 1995	From \$.38 to .44
November 1, 1997	From \$.44 to .59
October 1, 2001	From \$.59 to .77

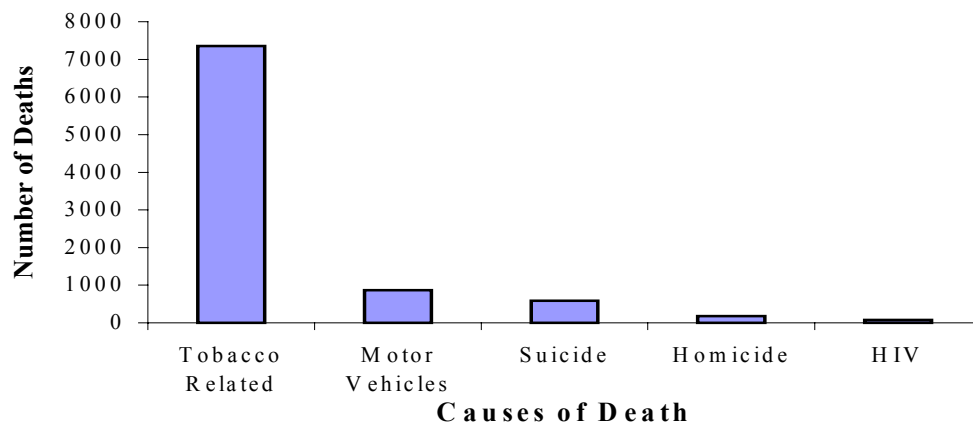
Source: Wisconsin Department of Revenue data published in *The Tax Burden on Tobacco*, Produced by Orzechowski and Walker

II. Tobacco-related Deaths and Economic Cost in Wisconsin

Summary

The use of tobacco is the leading preventable cause of death in Wisconsin. In 2000, more than 7,300 Wisconsin residents died from smoking related illnesses*. In addition, the direct health care cost of smoking (e.g., physician visits, hospitalizations, etc.) is estimated at \$1.6 billion annually in Wisconsin with an additional cost of \$1.4 billion in lost productivity.

Figure 2-1. Selected Causes of Death Compared To Tobacco-Related Deaths*, Wisconsin, 2000

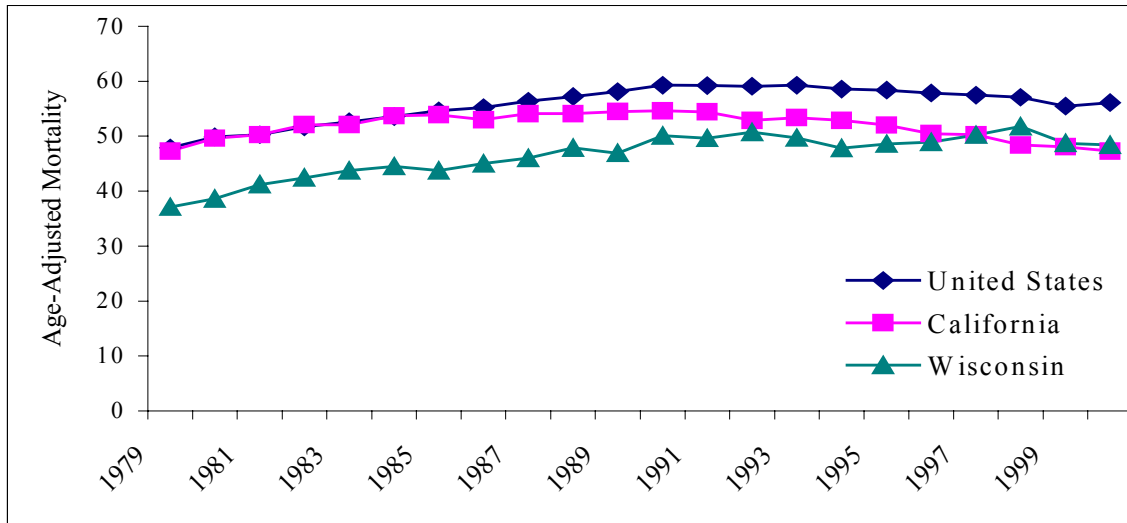


* Includes lung cancer, other tobacco related cancers, heart disease, stroke, respiratory diseases.

Source: Wisconsin Deaths, 2000, Bureau of Health Information, Division of Health Care Financing, Department of Health and Family Services

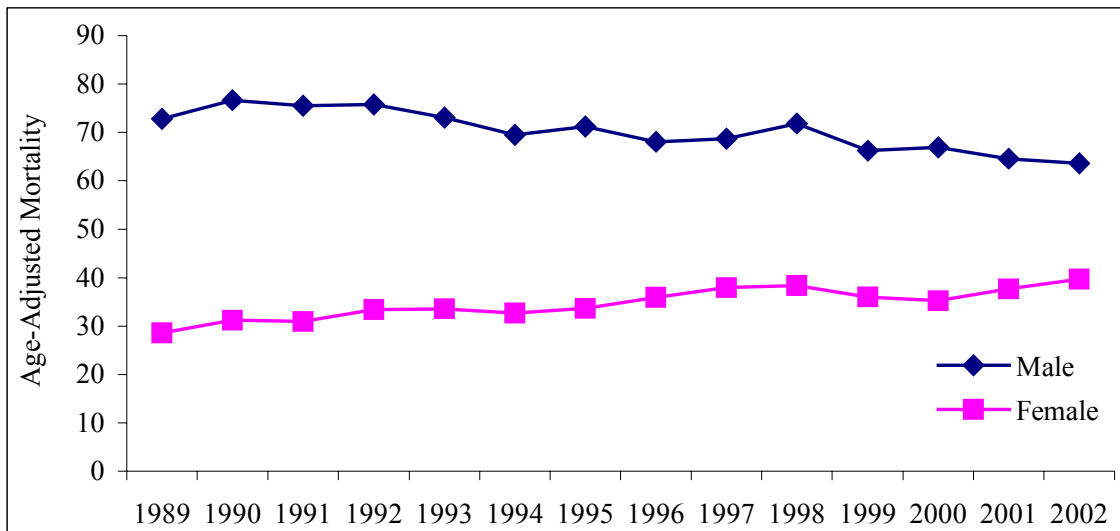
Wisconsin Department of Health and Family Services, Wisconsin Division of Public Health, University of Wisconsin Comprehensive Cancer Center, American Cancer Society, Wisconsin Tobacco Control Board. *The Burden of Tobacco in Wisconsin*. Madison, WI: 2002

**Figure 2-2. Age-adjusted Lung Cancer Mortality:
Wisconsin, California and the United States, 1979 - 2000**



Source: CDC WONDER. U.S. Centers for Disease Control and Prevention. www.wonder.cdc.gov
ICD-9 code 162 was used for malignant neoplasms of the trachea, bronchus, and lung during the years of 1979-1998. ICD-10 codes C33-C34 were used during the years of 1999-2000.

**Figure 2-3. Age Adjusted Lung Cancer Mortality in Wisconsin by Gender,
1989-2002**



Source: Wisconsin Deaths, 2002, Bureau of Health Information, Division of Health Care Financing, Department of Health and Family Services. <http://dhfs.wisconsin.gov/wish/>

Note: Age-adjustment is a process by which the age composition is defined as constant so that differences in age composition can be eliminated from the analysis. This is needed because older populations have higher mortality rates, merely because death rates increase with age. Age-adjusted rates allow for more meaningful comparison of the risk of mortality over time and among groups.

Table 2-1. Smoking-related Deaths and Direct Health Care Costs by Wisconsin County, 1996-2000 Annual Average

County	Number of All Deaths	Smoking-related Deaths Number	Percent	Direct Health Care Costs of Smoking*
Adams	199	36	18%	\$5,490,000
Ashland	190	29	15%	\$4,970,000
Barron	469	73	16%	\$13,240,000
Bayfield	157	27	17%	\$4,420,000
Brown	1,555	217	14%	\$66,800,000
Buffalo	143	18	13%	\$4,070,000
Burnett	185	29	15%	\$4,620,000
Calumet	248	36	15%	\$11,970,000
Chippewa	526	81	15%	\$16,260,000
Clark	319	42	13%	\$9,890,000
Columbia	512	73	14%	\$15,460,000
Crawford	178	30	17%	\$5,080,000
Dane	2,508	366	15%	\$125,640,000
Dodge	812	123	15%	\$25,300,000
Door	314	40	13%	\$8,240,000
Douglas	490	76	15%	\$12,750,000
Dunn	270	39	14%	\$11,740,000
Eau Claire	669	100	15%	\$27,440,000
Florence	53	8	15%	\$1,500,000
Fond du Lac	876	133	15%	\$28,660,000
Forest	118	20	17%	\$2,950,000
Grant	481	74	15%	\$14,610,000
Green	317	50	16%	\$9,910,000
Green Lake	237	33	14%	\$5,630,000
Iowa	188	28	15%	\$6,710,000
Iron	93	16	17%	\$2,020,000
Jackson	190	27	14%	\$5,630,000
Jefferson	602	98	16%	\$21,800,000
Juneau	273	49	18%	\$7,160,000
Kenosha	1,175	226	19%	\$44,060,000
Kewaunee	184	22	12%	\$5,950,000
La Crosse	904	136	15%	\$31,550,000
Lafayette	159	26	16%	\$4,750,000
Langlade	219	34	16%	\$6,110,000
Lincoln	317	48	15%	\$8,730,000
Manitowoc	840	123	15%	\$24,420,000
Marathon	908	125	14%	\$37,070,000
Marinette	501	77	15%	\$12,780,000
Marquette	170	28	17%	\$4,660,000
Menominee	41	4	10%	\$1,340,000
Milwaukee	8,967	1,488	17%	\$276,950,000
Monroe	390	59	15%	\$12,050,000
Oconto	336	49	15%	\$10,500,000
Oneida	404	69	17%	\$10,830,000
Outagamie	1,138	180	16%	\$47,420,000
Ozaukee	580	86	15%	\$24,250,000
Pepin	81	10	13%	\$2,120,000
Pierce	240	36	15%	\$10,840,000
Polk	389	60	15%	\$12,170,000
Portage	451	70	15%	\$19,790,000
Price	202	33	16%	\$4,660,000
Racine	1,578	288	18%	\$55,620,000
Richland	178	25	14%	\$5,280,000
Rock	1,320	233	18%	\$44,870,000

Rusk	174	28	16%	\$4,520,000
Sauk	486	76	16%	\$18,600,000
Sawyer	186	34	18%	\$16,270,000
Shawano	449	63	14%	\$4,770,000
Sheboygan	1,033	144	14%	\$11,980,000
St. Croix	438	68	16%	\$33,180,000
Taylor	188	25	13%	\$5,800,000
Trempealeau	294	37	13%	\$7,960,000
Vernon	316	48	15%	\$8,260,000
Vilas	261	43	17%	\$6,200,000
Walworth	787	133	17%	\$27,620,000
Washburn	192	33	17%	\$4,720,000
Washington	776	118	15%	\$34,610,000
Waukesha	2,533	426	17%	\$106,270,000
Waupaca	649	97	15%	\$15,240,000
Waushara	241	45	19%	\$6,820,000
Winnebago	1,226	201	16%	\$46,180,000
Wood	691	100	14%	\$22,260,000
Wisconsin	45767	7350	16%	\$1,580,000,000

*Direct health care costs include medical expenditures paid for ambulatory, hospital, prescription drugs, nursing homes and other personal care.

Source: Centers for Disease Control and Prevention. Smoking Attributable Morbidity, Mortality and Economic Costs (SAMMEC): Adult SAMMEC software. Calculation was performed on April 10th and 11th, 2002.

Years of Potential Life Lost due to Smoking-related Illness, 2000:

In Wisconsin, approximately 96,000 years of life were lost from the potential lifespan of those who died of smoking-related illnesses. The majority of years of life lost to premature death occurred in those who died between the ages of 55 and 74. An average 35-year old may expect to live to the age of 77.

Source: Centers for Disease Control and Prevention. Smoking Attributable Morbidity, Mortality and Economic Costs (SAMMEC): Adult SAMMEC software. Calculation was performed on January 24th, 2002.

III. Adult Cigarette Use, Wisconsin

Number of Adult Smokers in Wisconsin

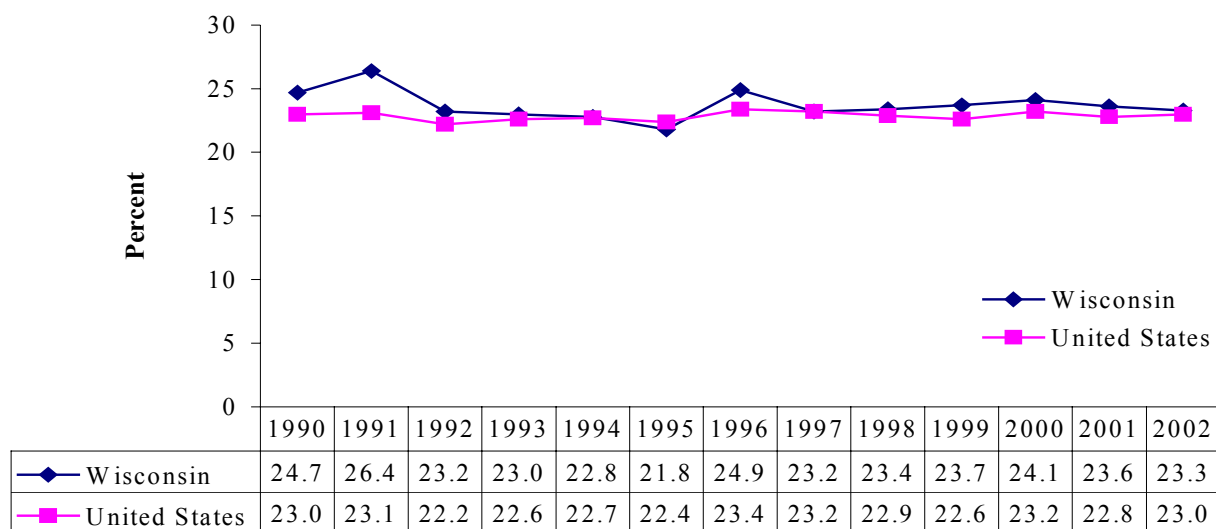
The 2002 estimated number of adult smokers in Wisconsin was **940,213**.

Table 3-1. Percentage of Adults Who Smoke by Year: 1990 – 2002

1990	25%
1991	26%
1992	23%
1993	23%
1994	23%
1995	22%
1996	25%
1997	23%
1998	23%
1999	24%
2000	24%
2001	24%
2002	23%

Source: Wisconsin Behavioral Risk Factor Survey, 2002, Department of Health and Family Services, Division of Health Care financing, Bureau of Health Information

**Figure 3-1. Percentage of Adults Who Smoke by Year:
Wisconsin vs. U.S., 1990 – 2002**



Source: Wisconsin Behavioral Risk Factor Survey, 2002, Department of Health and Family Services, Bureau of Health Information
Behavioral Risk Factor Surveillance System, U.S. Centers for Disease Control and Prevention:
<http://www.cdc.gov/brfss>

**Table 3-2. Adults Diagnosed with Diabetes or Asthma who Currently Smoke:
1999-2002**

	Adults Diagnosed with Diabetes	Adults Diagnosed with Asthma	All Adults
Under 45 years of age	27% (115)	33% (756)	30% (6,391)
45+ years of age	14% (656)	18% (661)	17% (6,468)

Source: Wisconsin Behavioral Risk Factor Survey, 1999-2002, Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information

Table 3-3. Percentage of Current Smokers, Wisconsin 2002

		% Current Smokers
All Adults		23%
DHFS Region	South	19%
	Southeast	26%
	Northeast	21%
	West	28%
	North	20%
Sex	Male	25%
	Female	21%
Age	18-24 Yrs	35%
	25-34 Yrs	28%
	35-44 Yrs	27%
	45-54 Yrs	23%
	55-64 Yrs	19%
	65+ Yrs	8%
Educational level	Less than H.S.	34%
	High School	29%
	Some College	25%
	College	11%
Race	White	23%
	African-American	28%
	Hispanic	26%
Marital Status	Married	18%
	Unmarried	32%
Children	None	21%
	1 or more	27%
Heavy Drinkers	Yes	48%
	No	21%
Household Income	less than \$15,000	24%
	\$15,000 - 24,999	30%
	\$25,000 - 49,999	27%
	\$50,000 - 74,999	21%
	\$75,000 +	14%

- Unmarried = respondents who are divorced, widowed, separated, never married, or a member of an unmarried couple
- Heavy Drinkers = drinking 60 or more drinks per month

Source: Wisconsin Behavioral Risk Factor Survey, 2002, Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information

IV. Tobacco-Related Disparities

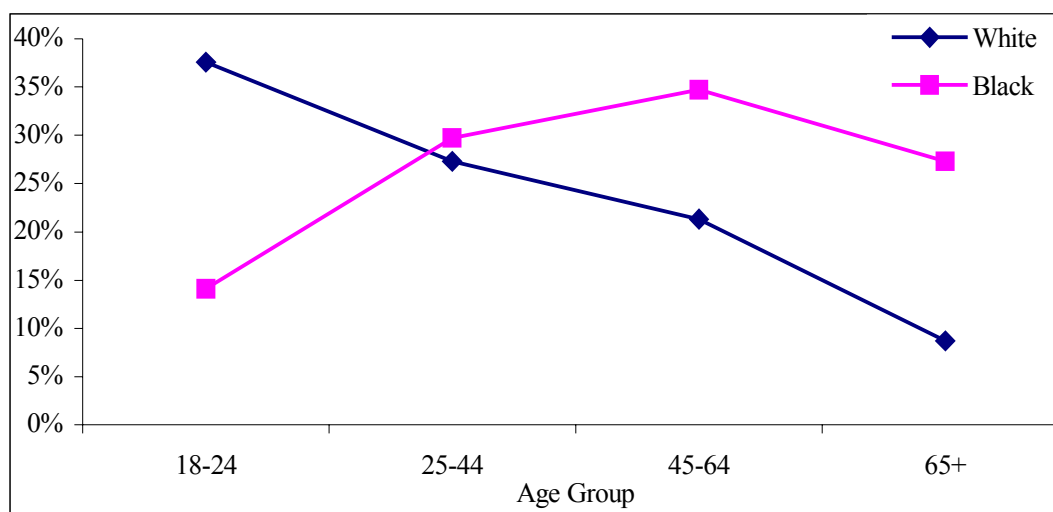
Table 4-1. Prevalence of Current Cigarette Smoking by Adult Characteristics, Wisconsin 1998-2002

	Prevalence Rate	Age-Adjusted Rate
Annual Household Income		
<\$25,000	30%	34%
\$25,000-\$50,000	26%	25%
\$50,000+	16%	16%
Educational Attainment		
Less than High School	33%	41%
High School Graduate	30%	31%
Some College	24%	24%
College Graduate +	12%	12%
Race/Ethnicity		
White	23%	24%
African American	27%	29%
Asian/Pacific Islander	12%	11%
American Indian	48%	44%
Hispanic	25%	22%
Age		
18-24	37%	
25-44	28%	
45-64	22%	
65+	9%	

Source: Wisconsin Behavioral Risk Factor Survey, 1998-2002, Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information

Note: Age-adjusting is a process by which the age composition of a population is defined as constant so that differences in age composition can be eliminated from the analysis. This is needed because current smoking varies by age within populations. Age-adjusted rates allow for more meaningful comparison of current smokers over time and among groups.

Figure 4-1. Prevalence of Current Cigarette Smoking by Race and Age, Wisconsin 1998-2002.



Source: Wisconsin Behavioral Risk Factor Survey, 1998-2002, Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information

Table 4-2. Characteristics of Current Cigarette Smoking by Age, 1998-2002

	Ages 18-24	Ages 25-44	Ages 45-64	Ages 65+
Race/Ethnicity				
White	37.6%	27.3%	21.3%	8.7%
African American	14.1%	29.7%	34.7%	27.3%
Hispanic	31.3%	27.7%	14.7%	NA
Gender				
Male	36.6%	27.7%	22.9%	8.5%
Female	36.5%	27.3%	21.1%	9.5%
Annual Household Income				
<\$25,000	41.5%	41.8%	32.7%	13.6%
\$25,000-\$50,000	35.0%	30.2%	24.7%	6.8%
\$50,000+	NA	16.4%	15.8%	NA
Educational Attainment				
Less than High School	38.8%	60.1%	32.9%	11.1%
High School Graduate	45.4%	37.6%	26.3%	10.3%
Some College	32.5%	27.3%	24.8%	6.9%
College Graduate +	21.5%	12.1%	11.6%	6.3%
Employment Status				
Employed	42.2%	27.9%	22.9%	11.4%
Self-Employed	NA	21.6%	17.9%	8.4%
Student	23.6%	25.0%	NA	NA

Source: Wisconsin Behavioral Risk Factor Survey, 1998-2002, Department of Health and Family Services,
Division of Health Care Financing, Bureau of Health Information

NA = The data are not available for these groups due to small sample size.

V. Tobacco Use During Pregnancy

Total Number of Births in Wisconsin, 2002:
68,510

Total Number and Percent of Mothers Who Reported Smoking During Pregnancy, 2002:
10,139 (14.8%)

Source: Wisconsin Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information. Wisconsin Births and Infant Deaths, 2002 (PHC 5367). November 2003.

Table 5-1. Number & Percentage of Births in Which the Mother Smoked During Pregnancy By Maternal Characteristics in Wisconsin, 1990 versus 2002

	1990		2002		1990-2002
Characteristic	# births	% smokers	# births	% smokers	% Decline
Age					
<20	7,410	31	6,534	24	23
20-24	17,477	30	15,688	23	23
25-29	24,956	21	19,462	13	38
30-34	16,626	17	17,527	9	47
35-39	5,393	15	7,746	10	33
40+	768	13	1,544	9	31
Marital Status					
Married	55,018	17	47,794	8	53
Unmarried	17,616	41	20,707	30	27
Race/Ethnicity					
White	61,292	23	53,798	15	35
African American	7,096	30	6,338	18	40
American Indian	811	46	974	37	20
Hispanic	1,861	15	5,274	6	60
Lao/Hmong	1,147	NA	977	3	NA
Other	417	6	1,125	3	50
Prenatal Care Begun					
1 st trimester	59,275	21	57,686	14	33
2 nd trimester	10,474	31	8,544	21	32
3 rd trimester	2,227	34	1,677	22	35
None	582	45	479	34	24
Education					
Less than high school	12,290	43	10,962	29	33
High school graduate	30,517	27	20,234	24	11
Some college	16,033	16	16,454	12	25
College graduate +	13,740	4	20,620	2	50
Total smokers	16,599	23	10,139	15	35
Total births	72,636		68,510		

Source: Wisconsin Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information. Wisconsin Births and Infant Deaths, 1990-2002. www.dhfs.state.wi.us/WISH
Data on maternal smoking are self-reported

NA = The data are not available for these groups due to small sample size.

**Table 5-2. Maternal Smoking and Low Birthweight By Year:
Wisconsin, 1990 – 2002**

Year	Births to Mothers Who Reported Smoking Cigarettes During Pregnancy			Births to Mothers Who <u>Did Not</u> Report Smoking Cigarettes During Pregnancy		
	# Births	# of Low Birthweight Babies	% Low Birthweight	# Births	# Low Birthweight Babies	% Low Birthweight
1990	16,599	1,710	10.3	56,037	2,574	4.6
1991	16,224	1,581	9.7	55,815	2,854	5.1
1992	15,279	1,504	9.8	55,383	2,701	4.9
1993	14,469	1,494	10.3	55,291	2,806	5.1
1994	13,357	1,417	10.6	54,909	2,941	5.4
1995	12,735	1,272	10.0	54,758	2,794	5.1
1996	12,196	1,302	10.7	54,880	2,915	5.3
1997	11,890	1,256	10.6	54,600	3,006	5.5
1998	12,000	1,248	10.4	55,379	3,164	5.7
1999	11,635	1,276	11.0	56,472	3,253	5.7
2000	11,428	1,150	10.1	57,787	3,353	5.8
2001	10,907	1,172	10.7	58,026	3,368	5.8
2002	10,139	1,093	10.8	58,371	3,444	5.9

Note: Low birthweight is a birthweight less than 2,500 grams (about 5.5 pounds)

Source: Wisconsin Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information. Wisconsin Births and Infant Deaths, 2002 (PHC 5367). November 2003.

Table 5-3. Number & Percentage of Births in which the Mother Smoked During Pregnancy By County, Wisconsin, 1990-1992 Compared to 2000-2002

County	1990-1992		2000-2002		1990 - 2002	
	# births	% smokers	# births	% smokers	% decline	Rank*
Adams	526	36%	497	31%	14%	43
Ashland	606	32%	625	30%	6%	64
Barron	1,688	25%	1,452	20%	20%	33
Bayfield	488	32%	427	28%	13%	45
Brown	9,257	22%	9,726	16%	27%	20
Buffalo	514	17%	466	14%	18%	40
Burnett	446	33%	463	30%	9%	53
Calumet	1,493	17%	1,676	10%	41%	5
Chippewa	2,092	25%	2,040	22%	12%	46
Clark	1,298	20%	1,540	15%	25%	23
Columbia	1,799	24%	1,889	17%	29%	18
Crawford	639	23%	567	23%	0%	68
Dane	15,739	16%	16,636	10%	38%	8
Dodge	2,918	22%	2,870	18%	18%	38
Door	945	20%	720	18%	10%	51
Douglas	1,671	26%	1,500	23%	12%	47
Dunn	1,267	20%	1,392	18%	10%	51
Eau Claire	3,530	21%	3,360	19%	10%	42
Florence	128	34%	112	27%	21%	31
Fond du Lac	3,709	22%	3,374	19%	14%	44
Forest	402	35%	314	32%	9%	56
Grant	1,862	24%	1,635	14%	42%	4
Green	1,257	20%	1,176	19%	5%	65
Green Lake	656	20%	671	16%	20%	33
Iowa	899	20%	874	17%	15%	42

Iron	188	34%	130	17%	50%	1
Jackson	651	29%	664	27%	7%	60
Jefferson	2,569	25%	2,805	18%	28%	19
Juneau	889	31%	825	29%	7%	62
Kenosha	6,444	28%	6,361	16%	43%	3
Kewaunee	682	16%	702	15%	6%	64
La Crosse	4,186	20%	3,747	14%	30%	16
Lafayette	681	17%	568	18%	-6%	72
Langlade	739	30%	660	27%	10%	51
Lincoln	1,033	26%	944	24%	8%	59
Manitowoc	3,138	23%	2,648	21%	9%	55
Marathon	5,000	17%	4,557	17%	0%	68
Marinette	1,367	27%	1,238	22%	19%	37
Marquette	423	29%	458	23%	21%	30
Menominee	371	45%	271	46%	-2%	69
Milwaukee	50,246	25%	43,905	14%	44%	2
Monroe	1,724	28%	1,754	23%	18%	39
Oconto	1,172	27%	1,158	22%	19%	37
Oneida	1,113	26%	921	27%	-4%	70
Outagamie	6,758	15%	6,870	14%	7%	61
Ozaukee	2,859	13%	2,661	8%	39%	7
Pepin	273	21%	251	16%	24%	25
Pierce	1,298	19%	1,206	12%	37%	9
Polk	1,443	28%	1,397	22%	21%	29
Portage	2,568	18%	2,254	16%	11%	48
Price	569	25%	401	17%	32%	14
Racine	8,085	26%	7,771	17%	35%	10
Richland	633	20%	612	17%	15%	42
Rock	6,442	29%	6,069	20%	31%	15
Rusk	600	25%	493	23%	8%	57
St Croix	2,456	17%	2,818	12%	29%	17
Sauk	1,938	26%	2,178	21%	19%	34
Sawyer	554	41%	535	31%	24%	24
Shawano	1,485	22%	1,396	23%	-5%	71
Sheboygan	4,113	21%	4,156	17%	19%	35
Taylor	795	19%	723	19%	0%	68
Trempealeau	1,092	25%	936	17%	32%	14
Vernon	1,002	19%	1,148	14%	26%	21
Vilas	614	37%	538	25%	32%	12
Walworth	2,930	23%	3,399	17%	26%	22
Washburn	467	26%	478	24%	8%	59
Washington	4,166	18%	4,491	12%	33%	11
Waukesha	12,130	15%	13,046	9%	40%	6
Waupaca	1,968	27%	1,767	21%	22%	27
Waushara	722	28%	696	22%	21%	29
Winnebago	5,802	22%	5,622	17%	23%	26
Wood	3,130	23%	2,581	21%	9%	55
Total smokers	48,102	22%	32,474	15%	32%	NA
Total births	215,337	NA	206,811	NA	NA	NA

Data on maternal smoking are self-reported. NA = Not applicable

The county rank for percentage change is shown from highest (1) to lowest (72); for example, Iron County, number 1, had the largest percentage change (50%) from 1990-1992 to 2000-2002, and Lafayette County; number 72, had the smallest or negative percentage change (-6%).

Source: Wisconsin Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information. Wisconsin Births and Infant Deaths, 1990-2002. www.dhfs.state.wi.us/WISH

VI. Wisconsin Youth Tobacco Use

Table 6-1. Current* Tobacco Use Among Middle School Students (Grades 6-8), 2000-2003

	Cigarette Use (%)			Smokeless Tobacco Use (%)			Cigar Use (%)			Overall Tobacco Use (%)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Wisconsin (2000)	11.9	12.7	12.2	5.9	1.2	3.6	7.4	4.4	5.9	17.7	14.4	16.1
Wisconsin (2001)	8.1	10.0	9.1	3.6	0.9	2.3	4.9	3.1	4.1	13.0	12.6	12.8
Wisconsin (2002)	8.6	8.7	8.7	3.0	1.9	2.5	5.9	3.9	4.9	14.5	11.8	13.2
Wisconsin (2003)	6.5	6.6	6.6	3.6	1.3	2.5	5.5	3.6	4.7	14.5	10.8	12.8
U.S. (2000)	11.7	10.2	11.0	5.7	1.5	3.6	9.7	4.6	7.1	17.6	12.7	15.1
U.S. (2002)	10.2	10.0	10.1	5.6	1.8	3.7	7.9	4.1	6.0	14.8	11.8	13.3

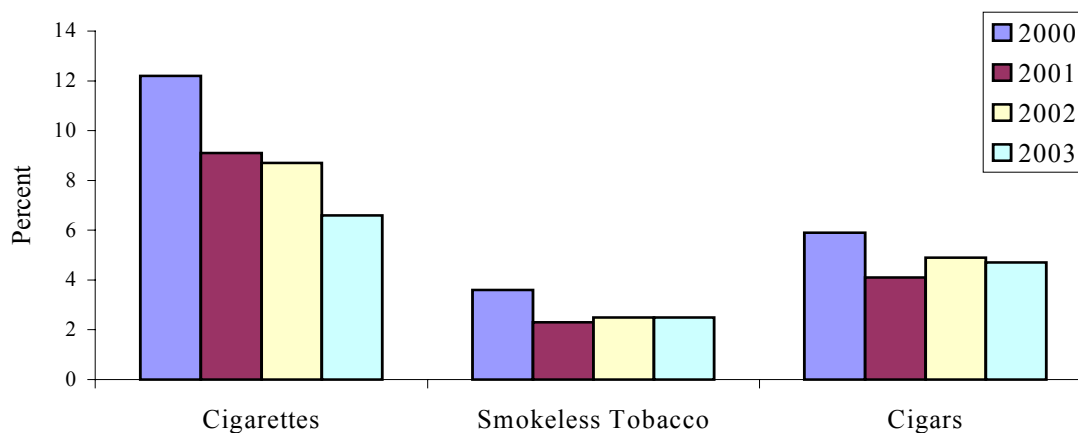
*A current tobacco user is one who smoked cigarettes, cigars or used chewing tobacco or snuff on one or more of the 30 days preceding the survey.

Source: U.S. Centers for Disease Control and Prevention. CDC Surveillance Summaries, November 02, 2001. MMWR 2001; 50(SS04); 1-84.

U.S. Centers for Disease Control and Prevention. CDC Surveillance Summaries, November 14, 2003. MMWR 2003; 52(45); 1096-1098.

Wisconsin Youth Tobacco Survey, 2000-2003, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program

Figure 6-1. Current* Use of Any Tobacco Product Among Wisconsin Middle School Students (Grades 6-8), 2000-2003



*A current tobacco user is one who smoked cigarettes, cigars or used chewing tobacco or snuff on one or more of the 30 days preceding the survey.

Source: Wisconsin Youth Tobacco Survey, 2000-2003, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program

Table 6-2. Current* Tobacco Use Among High School Students (Grades 9-12), 2000-2003

	Cigarette Use (%)			Smokeless Tobacco Use (%)			Cigar Use (%)			Overall Tobacco Use (%)		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Wisconsin (2000)	31.0	35.0	32.9	13.6	0.9	7.6	23.4	8.1	16.1	42.1	36.2	39.4
Wisconsin (2001)	28.6	36.7	32.6	14.2	3.7	9.1	23.4	10.6	17.3			
Wisconsin (2002)	28.6	25.4	27.1	13.0	1.3	7.3	17.6	5.3	11.5	38.2	27.3	32.9
Wisconsin (2003)	22.9	24.2	23.6	13.1	2.5	7.9	NA	NA	NA	NA	NA	NA
U.S. (2000)	28.8	27.3	28.0	11.8	1.4	6.6	22.0	7.3	14.8	39.1	29.8	34.5
U.S. (2002)	24.6	21.2	22.9	10.8	1.4	6.1	16.9	6.2	11.6	32.9	23.9	28.4

*A current tobacco user is one who smoked cigarettes, cigars or used chewing tobacco or snuff on one or more of the 30 days preceding the survey.

NA: The 2003 Wisconsin Youth Risk Behavior Survey did not include questions on cigar use.

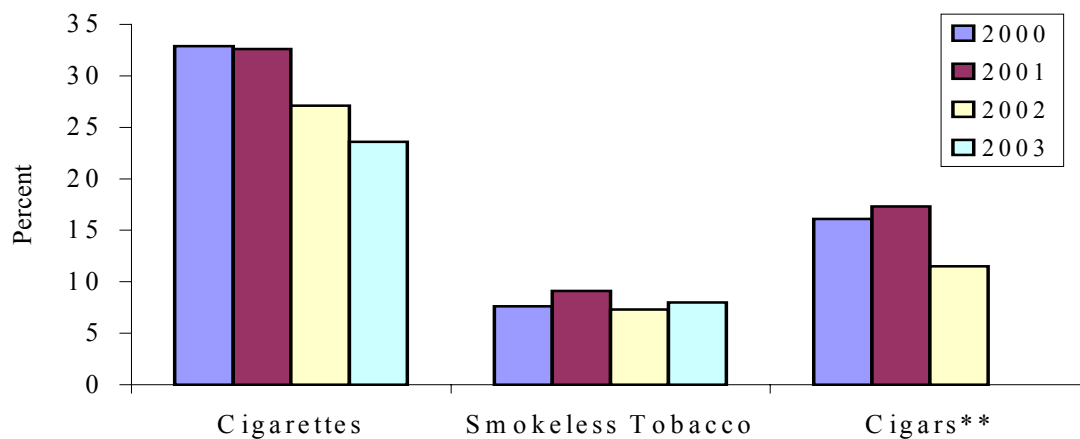
Source: U.S. Centers for Disease Control and Prevention. CDC Surveillance Summaries, November 2, 2001. MMWR 2001; 50 (No. SS-4).

U.S. Centers for Disease Control and Prevention. CDC Surveillance Summaries, November 14, 2003. MMWR 2003; 52(45); 1096-1098.

Wisconsin Youth Risk Behavior Survey, 2001 & 2003, Department of Public Instruction (DPI)

Wisconsin Youth Tobacco Survey, 2000 & 2002, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program

Figure 6-2. Current* Use of Any Tobacco Product Among Wisconsin High School Students (Grades 9-12), 2000-2003



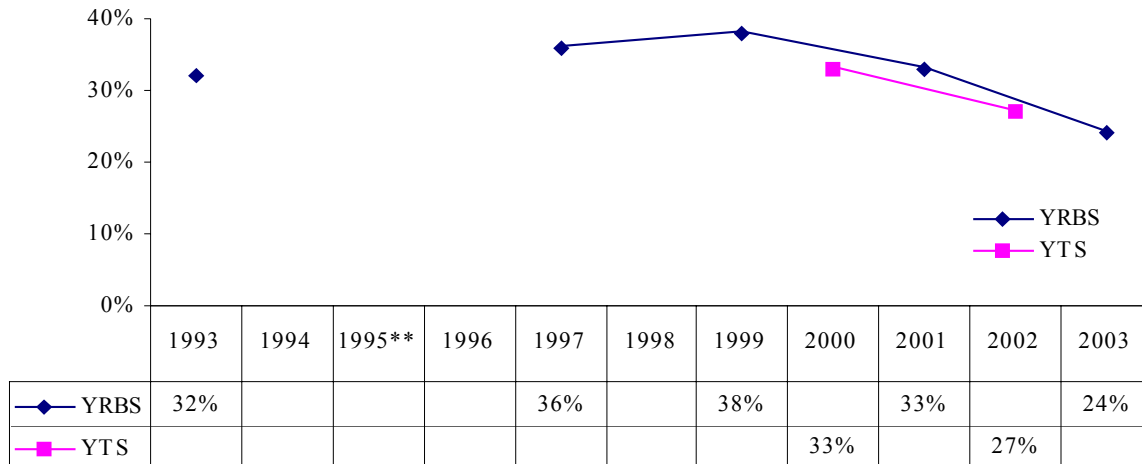
*A current tobacco user is one who smoked cigarettes, cigars or used chewing tobacco or snuff on one or more of the 30 days preceding the survey.

**The 2003 Wisconsin Youth Risk Behavior Survey did not include questions on cigar use.

Source: Wisconsin Youth Tobacco Survey, 2000 & 2002, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program

Wisconsin Youth Risk Behavior Survey, 2001 & 2003, Department of Public Instruction (DPI)

**Figure 6-3. Current* Cigarette Smoking Among High School Students
(Grades 9-12). Wisconsin 1993 - 2003**



*A current cigarette smoker is one who smoked cigarettes on one or more of the 30 days preceding the survey.

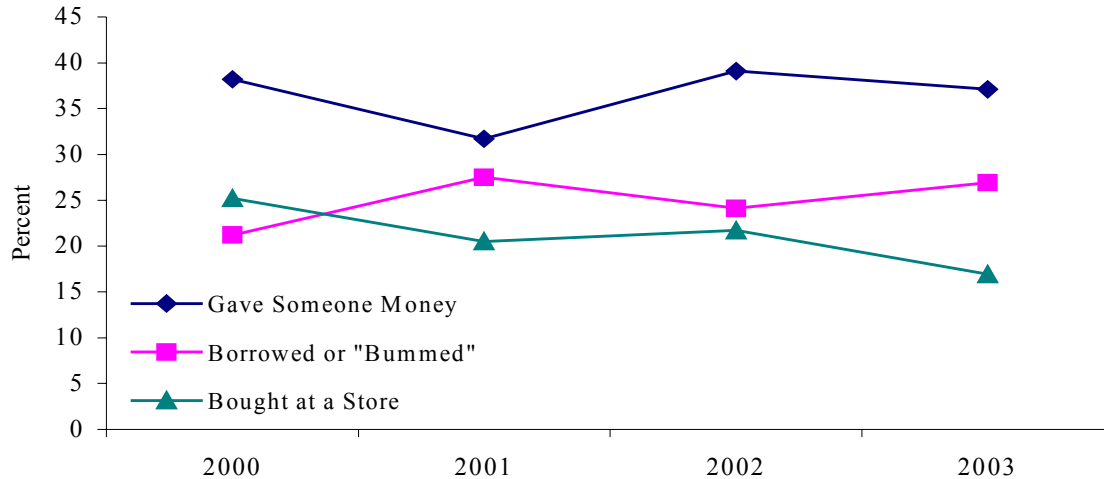
** In 1995, the YRBS was administered by the Department of Public Instruction, however, the data for 1995 are not represented in this figure due to the small sample size that year. Since the 1995 data cannot be used, there is no line connecting 1993 to 1997. There are two separate lines for the YRBS and YTS because they are comparable, yet different, surveys.

Source: Wisconsin Youth Tobacco Survey, 2000 & 2002, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program
Wisconsin Youth Risk Behavior Survey, 1993-2003, Department of Public Instruction (DPI)

VII. Youth Access to Tobacco

Figure 7-1. Youth Access to Tobacco: Wisconsin, 2000-2003

The following figure indicates the percent of high school students under the age of 18 who were current cigarette smokers*, and the three most common ways for youth under the age of 18 to obtain cigarettes, in 2000-2003.



* Smoked cigarettes on one or more of the 30 days preceding the survey

** Purchased cigarettes at a store during 30 days preceding the survey

Source: Wisconsin Youth Tobacco Survey, 2000 & 2002, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program

Wisconsin Youth Risk Behavior Survey 2001 & 2003, Department of Public Instruction (DPI)

Table 7-1. Results of Synar* Compliance Checks of Tobacco Sales to Minors, Wisconsin, 1997-2003**

Percentage of Establishments Selling to Minors			
Year	Statewide	Over-the-counter	Vending
1997	22.6%	17.7%	44.4%
1998	27.8%	23.5%	58.2%
1999	22.0%	19.6%	34.0%
2000	24.6%	19.6%	51.9%
2001	33.7%	29.5%	62.9%
2002	20.4%	19.2%	28.8%
2003	18.4%	15.2%	49.2%

Source: Wisconsin Department of Health and Family Services, Division of Public Health, Bureau of Chronic Disease Prevention and Health Promotion

* The Federal Synar Regulation requires that each state annually conduct random, unannounced inspections of a sample of tobacco vendors to assess their compliance with the state's access law. States are required to meet annual target inspection failure rates (rate at which retailers illegally sell to minors) established by the federal government. Failure to meet requirements of the Synar Regulation can result in a penalty of 40% of a state's substance abuse prevention and treatment block grant allocation.

** The most significant change in all of the above categories is the drop from 2001 to 2002. During this time period, the Department of Health and Family Services' Bureau of Substance Abuse Services began implementation of the Wisconsin WINS campaign, which commits State resources to a comprehensive prevention program. Also, many local tobacco control coalitions, in their second year of operation, worked to education policy-makers and retailers about youth access to tobacco.

VIII. Secondhand Smoke (SHS)

Table 8-1. Wisconsin Public Attitudes Regarding Secondhand Smoke, 2002

Site	Favor Some Restriction on Smoking (%)*	Favor Ban on Smoking (%)**
Restaurants	98	54
Indoor Work Areas	99	69
Indoor Sporting Events	99	81
Indoor Shopping Areas	99	82
Bars and Taverns	70	20

* Includes people who responded; smoking should not be allowed in any public area or that it should be allowed in some public areas

** Includes people who responded; smoking should not be allowed in any public area

Source: Wisconsin Behavioral Risk Factor System, 2002, Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information

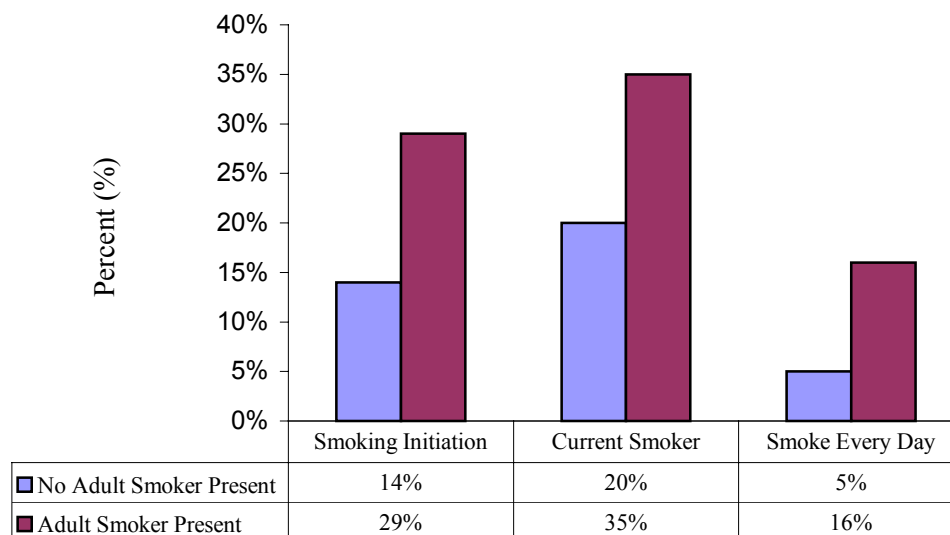
Secondhand Smoke (SHS) in the Home:

- Thirty-six percent (36%) of people reported in 2002 that they allow smoking in all or some areas of their home or have no rules regarding smoking in their home.
- In 2002, approximately 37% of the households that allowed smoking inside the home had children living in them.
- Slightly more than four out of ten students reported in 2003 that at least one adult member in their household smoked. Having an adult smoker in the household significantly affected nearly every measure of tobacco use among high school students (see figure 8-1).

Source: Wisconsin Behavioral Risk Factor System, 2002, Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information
Wisconsin Youth Tobacco Survey, 2003, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program

Figure 8-1. Effects of an Adult Smoker in the Home on High School Youth Smoking, 2002

This figure looks at high school youth smoking initiation, current smoking prevalence, and daily smoking prevalence by the presence of an adult smoker in the home.

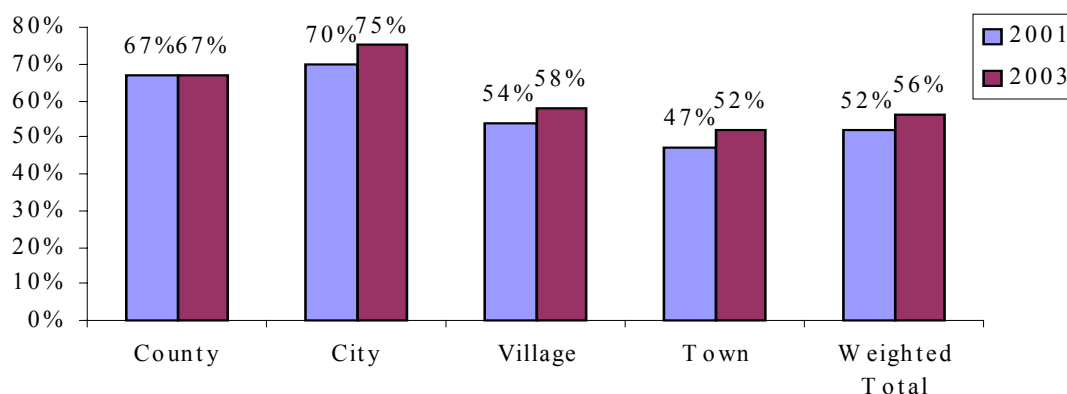


Source: Wisconsin Youth Tobacco Survey, 2002, Department of Health and Family Services, Division of Public Health, Tobacco Prevention and Control Program

- Smoking initiation is based on the percentage of all high school students who reported smoking their first whole cigarette before the age of 13.
- Current smoking is defined as the percent of students who reported smoking on at least one day in the past 30 days preceding the administration of the survey.
- Daily smoking is the percentage of students who smoked on each day of the past 30 days preceding the survey.

IX. Smokefree Policies

Figure 9-1. Percent of Wisconsin Municipalities Banning Smoking in all Government-owned Buildings, 2001 and 2003



Source: Hill B, Moberg DP. Results of 2003 Survey of Tobacco Policies in Wisconsin County and Municipal Buildings. Monitoring & Evaluation Program Brief, Madison WI; UW Medical School, November 2003.

<http://electra.biostat.wisc.edu/mep/downloads/Documents/programbriefs/muniprogrambrief03.pdf>

Wisconsin Ordinances - Smoke-free Restaurants:

As of January 2004, sixteen Wisconsin communities have established restaurant ordinances. The purpose of these ordinances is to protect the public health, safety, comfort and general welfare of the people within these restaurants. The ordinances guarantee smoke-free air to nonsmokers and those who cannot choose for themselves.

The Wisconsin communities and year their ordinance was passed are:

- | | |
|--------------------------------------|----------------------------------|
| 1. City of Madison (1992) | 9. City of Neenah (2001) |
| 2. Village of Shorewood Hills (1994) | 10. City of Onalaska (2002) |
| 3. City of Middleton (1996) | 11. City of Holmen (2002) |
| 4. City of Fond du Lac (1999) | 12. City of Janesville (2003) |
| 5. City of La Crosse (1999) | 13. Village of West Salem (2003) |
| 6. City of Ashland (2000) | 14. City of River Falls (2003) |
| 7. City of Eau Claire (2000) | 15. County of La Crosse (2003) |
| 8. City of Kenosha (2000) | 16. City of Wauwatosa (2003) |

Source: Tobacco Control Resource Center for Wisconsin.

http://www.tobwis.org/legislation/index.php?category_id=17

Resources Available on Clean Indoor Air:

The Centers for Disease Control and Prevention released "Taking Actions Against Secondhand Smoke, an Online Toolkit" in February of 2003. This toolkit provides extensive information including action steps to follow to successfully implement a clean indoor air policy for public buildings in your community; tools and materials that you can reproduce for your campaign; a resources section for information; Best Practices information; and key reports and other data regarding secondhand smoke. This toolkit is available from CDC at the following web address:

http://www.cdc.gov/tobacco/ETS_Toolkit/index.htm

SmokeFree Wisconsin, in conjunction with the Wisconsin Division of Public Health and the American Cancer Society, has produced a CD-ROM entitled "How the Heck Do I Get My Community's Restaurants to go Smoke-free." The resources and tools on this CD are to be used to assist you with your local clean indoor air initiatives. Contact SmokeFree Wisconsin for more information: <http://www.smokefreewi.org>

The Wisconsin Department of Health and Family Services, Division of Public Health and SmokeFree Wisconsin produced a series of web-based trainings, "The Continuum of Clean Indoor Air." Handouts and recording of the training sessions are available on-line at: http://www.smokefreewi.org/events/continuum_training/handouts.html

"Wisconsin's Clean Indoor Air Law" is a pamphlet that provides a summary of Wisconsin's Clean Indoor Air Law addressing tobacco issues such as restricted smoking areas, prohibited smoking areas, non-restricted smoking areas, designated smoking area according to state law. Pamphlets (PPH 7143, 05/00) are available from the Department of Health and Family Services' Tobacco Prevention and Control Program at (608) 266-8526.